



PRESS RELEASE

DANIELLE GUIZIO SHIFTS THE PUMA SPEEDCAT INTO HIGH GEAR



Herzogenaurach, October 31, 2024 – PUMA and Danielle Guizio reunite for a second Speedcat drop, featuring a timeless black and white color scheme.

Bringing her unique touch to the low-top Speedcat, envisioning the aerodynamic silhouette with premium materials and elevated touches, the independent New York City-based designer kicked off her PUMA collaboration with a friends-and-family Speedcat Mesh featuring a lime and cream colorway.

Now, part two depicts the Speedcat in classic fashion, with a monochrome edition in smooth leather that highlights the silhouette's racing-inspired shape. Channeling the black asphalt of an F1 racing circuit, the shoe's stealthy design comes with a contrasting PUMA Formstrip in white. Finally, a "Guizio" tab on the upper brings a subtle touch to commemorate the partnership.

First released in 1999, the PUMA Speedcat was conceived for the world of F1 racing. Adopted by the world of fashion and sneaker culture in the mid-2000s, the Speedcat was officially reintroduced by PUMA in June 2024.

The latest PUMA x GUIZIO Speedcat will be available through selected PUMA stockists and at the brand-new GUIZIO flagship store at 81 Greene Street in New York City, starting November 9, 2024.

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PUMA

PUMA is one of the world's leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For 75 years, PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. PUMA offers performance and sport-inspired lifestyle products in categories such as Football, Running and Training, Basketball, Golf, and Motorsports. It collaborates with renowned designers and brands to bring sport influences into street culture and fashion. The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries, employs about 20,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

DANIELLE GUIZIO

New York-based designer Danielle Guizio founded her namesake womenswear label in 2014. Capturing the essence of subversive sensuality and boldness, the designer is inspired above all to empower the wearer and celebrate the female form. The ready-to-wear collection celebrates the modern-day woman who aims to deviate from the traditional and push boundaries in all aspects of life. Woven knits, structured suiting, and signature corsets are emboldened with asymmetrical details, purposeful cut-outs, ruching, and custom hardware.